

# News from Ed Markey

United States Congress

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Massachusetts Seventh District

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## **Markey Letter to the Better Business Bureau Regarding NEI Ads**

Ms. Andrea Levine  
Director  
National Advertising Division  
Council of Better Business Bureaus  
845 Third Avenue, 17th Floor  
New York, NY 10022

Dear Ms. Levine;

I would like to commend you and the Council of Better Business Bureaus for its recent decision on advertising by the Nuclear Energy Institute (NEI). I agree that some of the broad and unqualified environmental claims made in those ads are inaccurate or misleading. Indeed, the claims about cost and reliability also are disputable, although these claims are more subject to consumer verification.

Your support for truth and clarity in advertising is especially important as our nation moves toward a competitive retail consumer market for electricity. In this emerging market consumer choices will no doubt be strongly influenced by information conveyed through advertising, particularly claims about cost and environmental effects. It is therefore vital that the information consumers receive is accurate and clear. Your decision on the NEI ads is an important step in that direction. I hope you and the Better Business Bureaus will continue to promote accuracy in advertising in the electricity marketplace.

Sincerely,

Edward J. Markey  
Member of Congress